

# HANNAH GILS

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## WORK EXPERIENCE

### Freelance Content Creator, Hannah Gils LLC

2019-2020

#### Marketing

##### Downtown Knoxville Alliance

- Analyze Facebook, Instagram, and Twitter platforms to create and implement a social media branding strategy, gaining 3,400 new followers in first 90 days with Facebook's post reach rising 300% and engagement rising 100%
- Create and implement personality quizzes, giveaways, videos, Insta-stories, and evergreen campaigns
- Co-found, launch, and write articles for Downtown Knoxville's "Insider Guide"
- Set SEO keywords for all downtown businesses

##### First Service Credit Union

- Analyze Facebook, LinkedIn, Instagram and Twitter platforms to create and implement a social media branding strategy, with Facebook's engagement rising 500% in first 28 days

#### Website Design

[Jaclyn London](#) | Author, *Dressing on the Side*

[Hien Atkins](#) | Microblading Artist

[Howard Rambin](#) | Business Coach

[Jeffrey Hull](#) | Author, Quiz/Results Pages Only

#### Video Production

##### Rice University Athletic Department

- Produced, shot, and edited 3 tennis hype videos for 2020

##### AOL's "In the Know"

- Produced and shot digital video featuring Cacao & Cardamom gaining 73K views

##### Downtown Knoxville

- Produced, shot, edited 3 digital videos that increased awareness of brand and events, gaining 40K views

### Discovery, Inc. | Discovery | TLC | Animal Planet | HGTV | Food Network | Travel Channel

2014-2018

#### Associate Producer (2017-2018)

- Post-produced *Renovation Realities: Dale Jr. & Amy Earnhardt* Episode 104: Backyard Oasis, recruiting editor to ensure vision met for highest quality episode
- Attracted over 1.6 million viewers over 4 episodes for *Renovation Realities: Dale Jr. & Amy Earnhardt*
- Produced, scripted, and shot over 15 original digital assets and 100 repacks with team of 4 for Travel Channel's Facebook and Instagram that gained over 1 billion views in 9 months
- Scripted and post-produced 15+ on-air brand integration videos, including Delta Faucet, Gorilla Glue, Sleep Number, and more
- Field produced shoot with on-camera host and managed crew of 5 to capture all content needed for episode
- Assisted executive producer with live production of *Rose Parade 2018* in 4K

#### Production Coordinator (2016-2017)

- Selected to field produce and shoot multiple videos with footage airing on major media publications and platforms, including shoots with celebrities
- Collected releases and managed media on exclusive shoot in the White House
- Post-produced individual acts and successfully delivered *White House Christmas 2017* in one weekend on time and under budget alongside collaborative team
- Pursued fresh talent and influencers on the web, wrote and developed pitches with unique show concepts
- Edited talent reels, many of which went to green light programming meetings

- Served as on-camera talent in internal videos for global audience, including a digital Food Network Pilot

#### **Production Assistant (2014-2016)**

- Pre-produced and traveled for 10 of HGTV's tent pole home giveaway specials, involving research, contacting, logistics planning, managing media and releases, and more
- Ensured workflow was never interrupted for producers and editors by quickly and accurately media managing over 80 terabytes of footage and processing deliverables for long-form shows
- Secured an on-camera interview with a Raëlian guide, a member of a religious organization skeptical of the media, while setting up 15 other locations within 2 weeks

#### **Digital Intern (2014)**

- Built 50+ photo galleries and made editorial decisions for DIY Network and GAC brand websites
- Created 10+ graphics for DIY Network's Pinterest account gaining repins for the brand
- Wrote travel-related blog posts for DIY Network's *Made + Remade* blog

#### **The University of Alabama Athletic Department | Crimson Tide Productions**

**2010-2014**

##### **Broadcast Journalist**

- Hosted, led interviews, shot b-roll, wrote scripts, and edited 750+ packages for TV and online, including packages for *TideTV this Week*, a show airing on Comcast Sports Southeast reaching millions of viewers
- Improved athletic recruiting efforts by creating engaging digital and social content
- Hosted live contests during Men's Basketball and Women's Gymnastics events in front of 13,000 attendees

### **PRIOR FREELANCE EXPERIENCE**

#### **Model | Talent Trek**

**2019**

- Print model for Hargray Communications, Drake's Ducks, and PerfectServe

#### **Actress | Hold Strong Productions**

**2017-2018**

- Supporting actress in film "A Season of Change" and "Disconnected"

#### **Host | Minor League Baseball, The Tennessee Smokies**

**2017**

- Emceed 7 live in-game promotional contests per game for 35 games in front of 7,000 attendees

#### **Guest Speaker | The University of Alabama College of Communication & Information Sciences**

**2017**

- Selected as subject matter expert to advise upcoming graduates on business and career goals

#### **Host/Producer | *Game Day Eats***

**2013**

- Creator, producer, videographer, host and editor of series picked up by Tuscaloosa Tourism & Sports and local news station
- Finalist Nominee, National, 2014 College Sports Media Awards. Student, Program Series

#### **Marketing Intern | Made4media, Brisbane, Australia**

**2013**

- Organized and distributed marketing packages for Roadshow Films

#### **News Intern | WALB News 10**

**2012**

- Accompanied a "one-man-band" reporter, planning news stories and interviews daily

### **EDUCATION**

#### **Bachelor of Arts in Communication, *summa cum laude* (GPA: 4.0/4.0)**

**2014**

The University of Alabama, Tuscaloosa, AL

Major: Telecommunication and Film / Minor: Liberal Arts

Study Abroad: Queensland University of Technology, Brisbane, Australia

**2013**

### **SKILLS**

- Buffer | Hootsuite | AgoraPulse | Premiere | Final Cut Pro | Davinci Resvole | Canon C300 & 5D | Sony FS7 | Teleprompter | Canva | Wix | Squarespace

### **WORK SAMPLES**

**[www.hannahgils.com](http://www.hannahgils.com)**

Creative Eye | Writing | Producing | Shooting | Editing | Hosting | Social Media | Achiever